

CHAPTER VIII - THE DIVISION PERSONNEL PROGRAM

A. GENERAL.

1. The **Division Captain (DCP)** has overall responsibility for the Division's Recruiting and Retention program and for helping the FCs to aggressively pursue Recruitment and Retention Plans and programs in their flotillas
2. The **Division Personnel Staff Officer (SO-PS)** provides functional support over the Division Recruitment and Retention Plan and programs and is charged with helping flotillas support the division's programs.
3. Recruiting and retention is the responsibility of the DCP, SO-PS, all Division Staff Officers in their area of responsibility and the Flotilla Commanders within the division.
4. The SO-PS is appointed by the DCP. The DCP should carefully select a person for this position who possesses a genuine interest and vitality for recruiting and retaining members. The selectee should have knowledge of the Auxiliary at least to the division level (and preferably higher) in order to advise and assist the FSO-PSs in carrying out their responsibilities. The SO-PS must be willing to communicate with FSO-PSs on a frequent basis. Finally, the DCP should appoint an individual who is people oriented and who can work in harmony with other staff officers and members.

B. GENERAL DUTIES OF THE SO-PS.

1. STAFF RESPONSIBILITIES.

- a. Effective implementation of Division Recruitment and Retention Plans and programs in accordance with prescribed procedures.
- b. Exercise staff responsibility and supervision over all matters pertaining to Division Recruitment and Retention Programs, and keep the Division Board informed of all developments in those programs.

2. RECORDS.

- a. Maintain such records as should be required to effectively discharge your responsibilities.
- b. Upon expiration of your term, or when so directed by the DCP, transfer all property and records of office to your successor.

3. VICE CAPTAIN (VCP).

- a. Immediate supervisory responsibility for the office of SO-PS is vested with the VCP. Cooperation between the VCP and SO-PS is essential to effective administration of the Division Recruitment and Retention Program.
- b. The VCP needs to coordinate and schedule qualified Auxiliarists to perform specific activities in the Recruitment and Retention area of responsibility.

4. PERSONNEL OFFICERS (SO-PS).

- a. Maintain a close liaison with the DSO-PS, or assigned ADSO-PS, in order to gain information regarding Recruitment and Retention programs for implementation on a nation-wide, district-wide or division-wide basis.
- b. Maintain a close liaison with FSO-PSs in order to disseminate information, gain support for division-wide programs and provide support for flotillas in their Recruitment and Retention Programs.

C. SPECIFIC DUTIES OF THE SO-PS.

1. PUBLICATIONS.

- a. Be familiar with the contents of all the various publications that pertain to member growth and retention, including:
 - (1) *MEMBERSHIP RECRUITING AND RETENTION GUIDE*
COMDTPUB P16794.12 (series).
 - (2) *AUXILIARY MANUAL* , especially Chapter 3 - Membership
COMDTPUB P16790.1 (series).
- b. Prepare one or more articles for issues of the division publication, to pass on information of a general nature, encourage recruiting activities, fellowship events and division opportunities for recruiting or retention activities.

2. DIVISION MEETINGS.

- a. Attend all division meetings. Give the VCP prior notice when such attendance is not possible.
- b. At each division meeting, report, both in writing and verbally, to the Division Board on activities and progress on the Recruitment and Retention Plan and programs.

3. GOALS AND OBJECTIVES.

- a. Coordinate with the DCP and VCP to establish Recruitment and Retention goals and objectives for the division along with the necessary plans that are required to achieve these goals. Develop measurable membership goals.
- b. Conduct a periodic review of progress made towards the division goals. Report results of the review to the Division Board at each meeting. Compare the membership status with the status from the same time period last year.

4. RECRUITMENT PLAN.

- a. Develop and implement an organized Recruitment Plan of activities and programs to promote the growth of the Auxiliary. Concentrate on member gains and chartering new flotillas so that the division will ultimately serve all nearby boating areas. (See Enclosure (13)).
- b. Cooperate with other Division Staff Officers to promote recruiting on the Division level. (See Enclosures (6) to (12)).

5. RETENTION PLAN.

- a. Develop and implement an organized Retention Plan including activities and programs at Division level designed to retain members through involvement.
- b. Coordinate with the SO-MT to ensure a Division Member Training schedule and that new members are guided through the New Member Entry Process without undo delay. Ensure new members review the Member Involvement Plan so they may determine the direction of their involvement and plan training at an early date.
- c. Continually emphasize that FSO-PSs look for symptoms of drop out, missed meetings, lack of mission participation and no administrative or fellowship activity. Encourage the FSO-PS to contact these members directly and try to involve them in flotilla and division activities, meetings, training sessions and fellowship.
- d. With cooperation from the SO-IS, review appropriate AUXMIS data, at least quarterly, to track the progress of the Division Recruitment and Retention Plans. When a weakness is observed within a flotilla, correspond with the appropriate FSO-PS. Request information on the nature of the problem and offer assistance. When appropriate, prepare correspondence for the DCP to use in requesting information from the FC on any perceived membership problems.

6. WORKSHOPS.

- a. Conduct workshops to instruct FSO-PSs on responsibilities, materials and recruitment and retention activities.
- b. Develop and implement a bi-annual seminar for new members in the division.
- c. Be prepared to assist the division with workshops and training sessions for newly elected and appointed staff officers.

7. MAILINGS.

- a. The purpose of these mailings is to ensure the communication link from National to District, Division and Flotilla Personnel Officers.
- b. A mailing should be sent to all FSO-PSs as an introduction prior to the start of the year, with any directions, procedures or reminders that may be necessary to start the FSO-PSs off in the right direction.
- c. Prepare regular mailings to the FSO-PSs with a courtesy copy to the DCP, VCP and DSO-PS. The mailings should be frequent enough to pass on all information received in a timely manner.
- d. Maintain contact with the DSO-PS or assigned ADSO-PS. Provide copies of your division newsletter, all articles written for recruitment ads, division reports, letters to FSO-PSs, copies of your Division Recruitment and Retention Plans.

8. FLOTILLA VISITS.

- a. The SO-PS is a representative of the DCP and, as such, is encouraged to visit all flotillas. As a courtesy, prior coordination of any visit to the flotillas will be made with the applicable FC. The SO-PS should also advise the FSO-PS of the planned visit.
- b. The visit should be used to support the flotilla's needs in the areas of recruitment and retention, discuss division activities and encourage involvement, instruct members on recruiting techniques.

9. DISENROLLMENTS.

- a. Keep in contact with the SO-FN and do follow up activities with flotillas who have delinquent dues. Ensure contact has been made with each member.
- b. Establish procedures to ensure division Retired Members are not forgotten, but are afforded the privileges they deserve and to which they are entitled.

10. MISCELLANEOUS DUTIES.

- a. Prospective Member Interview - Establish procedures to conduct thorough Prospective Member Interviews. The interview should be conducted by a flotilla elected officer, FSO-MT or FSO-PS and should stress the complete scope of Auxiliary membership, including both advantages and obligations.
- b. AUXMIS Data - Refrain from requesting information from the FSO-PS that is available from AUXMIS. Such requests are counter productive, as they turn the staff officer's attention away from their primary task to that of data collection.